

Ingolstadt, 27 September 2007

Euro Effie for the creator of the quattro

- **Audi wins Europe's most prestigious advertising award**
- **Most efficient advertising among German car manufacturers**
- **Second Euro Effie award for Audi**

On Wednesday evening, AUDI AG was awarded the gold "EACA Euro Effie" at the award ceremony in Brussels. Awarded by the European Advertising Association (EACA), this is one of the most prestigious advertising awards in Europe. The company with the four ring logo was awarded the Golden Effie for its overall campaign for the launch of its high-performance SUV, the Audi Q7, entitled "from the creator of the quattro".

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Audi's advertising campaign included one of the most elaborate TV commercials in company's history. The highlight of the film is its extraordinary angle. In scenes driving over water, sand and ice, the camera was installed underneath the road surface. The viewer sees the underside of the vehicle as it drives across changing terrain, first the legendary Audi quattro racing car and finally the Audi Q7. The commercial was accompanied by printed advertisements, outdoor posters and a special online portal, the "Q7 Globe". The campaign was realised in conjunction with the kempertrautmann agency from Hamburg.

A total of 40 campaigns made the shortlist for the 16 categories of the "EACA Euro Effie" awarded annually by the European Association of Communications Agencies. Audi won the golden trophy in the category "Automotive". The decisive evaluation criterion for the Effie awards is the proven efficiency and effectiveness of a campaign. The advertising campaign must demonstrate this success in at least two European countries. "The award is a great motivation," said Jagoda Becic, Head of International Advertising at AUDI AG, who accepted the prize in Brussels. "We are extremely proud of the campaign, which once again shows how our commitment to good communications is manifested in our expectation of effective and successful advertising," stressed Becic.

The company from Ingolstadt, Germany, has received many awards for its successful advertising campaigns. Audi previously received the silver “EACA Euro Effie” European award in 2005 for the brand campaign for “I, Robot”. Audi has already won the German Effie, which is awarded by the Central Organisation of Communications Agencies, three times in gold, twice in silver and once in bronze for the most efficient advertising. This makes the company the most successful carmaker in the German competition since the efficiency award was set up in 1981.